

THE GOALS

1. Increase the accessibility in target consumers' minds of Southern Utah as a winter destination.

Red Emerald Imperative: Distribute Visitation; Continue Powerful Branding

2. Grow room nights in those areas during the winter months (November - February).

Red Emerald Imperative: Prioritize Quality Visitation; Distribute Visitation; Continue Powerful Branding

3. Promote Red Emerald trips with longer length of stay, higher ADR, guided activities, and support of local businesses.

Red Emerald Imperative: Prioritize Quality Visitation

- 4. Educate visitors about traveling thoughtfully and responsibly.
 - a. Red Emerald Imperative: Prioritize Quality Visitation

THE CHALLENGES

- COVID uncertainties
- Diversity of destinations/climate
 - Bryce National Park in winter (better for more advanced outdoor travelers) vs. St. George golf vacation
- Short booking windows, short stays
 - We'll need to think through changes to media and suggested itineraries
- Conditions, Closings, Preparedness
 - Cold, snowy conditions can make things not only dangerous, but also not very fun, even for adventurous visitors. Conditions may prevent trails or roads from being used.
 - Fewer hotels, restaurants, and other amenities are open in southern Utah in the winter, so we'll need to find ways to inform travelers about what to know before they go.

THE AUDIENCES

- Regional drive markets
- Wasatch front residents

*Exclude all audiences targeted with our Ski+ campaign

KEY MESSAGES

Main campaign messages:

- 1. Come experience Utah in a new, quieter, otherworldly way
- 2. How to see Southern Utah in the winter responsible travel, preparedness, Forever Mighty

GENERAL RESEARCH



ARRIVALIST SOUTHERN UTAH POIS NOV/DEC 2021

- Origin markets: Nearly half (47%) of visitors were from Utah, followed by Las Vegas, Los Angeles, Phoenix and Denver
- Average LOS: 2.8
 - 30% staying 4 or more nights
 - Day trips, 1-day, 2-day and 3-day stays ranged between 15-19%
- Average distance traveled: 417 miles
- Statewide averages Nov/Dec 2021:
 - 66%: Utah residents (SLC DMA)
 - o LOS: 1.8 days
 - Average distance traveled: 296 miles.

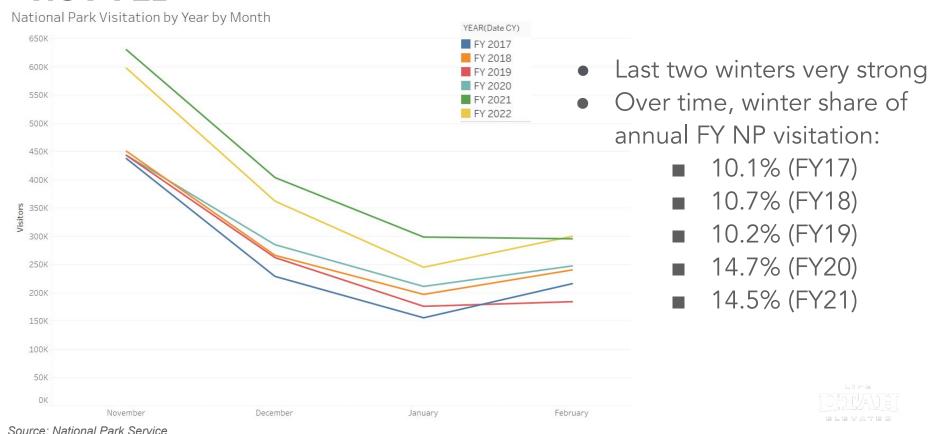
- LIFE - 296 N/A 977

ARRIVALIST SOUTHERN UTAH POIS JAN/FEB 2022

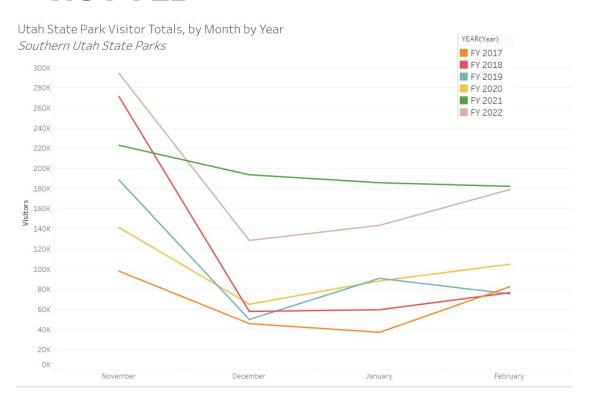
- During January-February 2022:
 - Origin Markets: 59% from Utah, again followed by Las Vegas, Los Angeles, Phoenix and Denver
 - Average LOS: 2.4 nights with most common trip (24%) staying 2 nights, 20% staying 3 nights, 22% staying 4+ nights
 - Average distance traveled: 328
- <u>Statewide</u> averages during Jan/Feb 2022:
 - 65%: Utah residents (SLC DMA)
 - LOS: 1.7 days
 - Average distance traveled: 334 miles.

Source: Arrivalist

KEY INSIGHTS, NATIONAL PARK VISITATION NOV-FEB



KEY INSIGHTS, STATE PARK VISITATION NOV-FEB

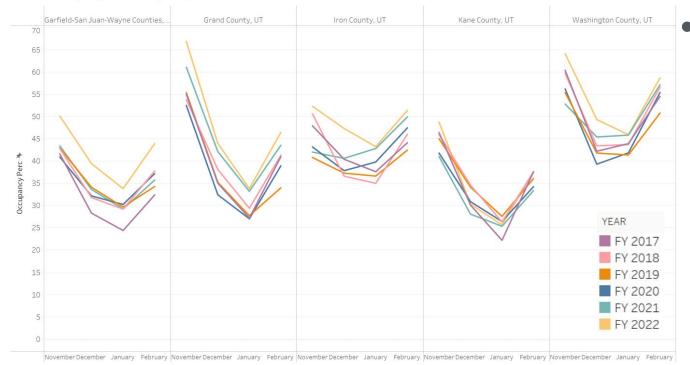


- Over time, winter share of 16 Southern Utah State
 Parks annual FY visitation
 - o 11.8% (FY17)
 - o 16.8% (FY18)
 - o 11.9% (FY19)
 - o 12.2% (FY20)
 - o 15.0% (FY21)



KEY INSIGHTS, OCCUPANCY IN GATEWAY AREAS NOV-FEB

NP Gateway Regions Occupancy

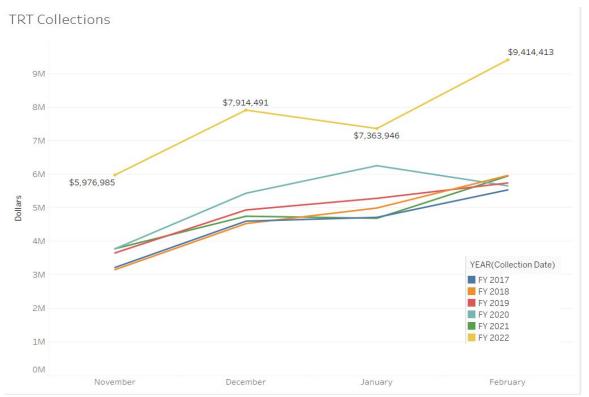


Occupancy rates in winter months continue to increase



Source: Smith Travel Research, do not publish

KEY INSIGHTS, COUNTY TRT COLLECTIONS NOV-FEB STATEWIDE



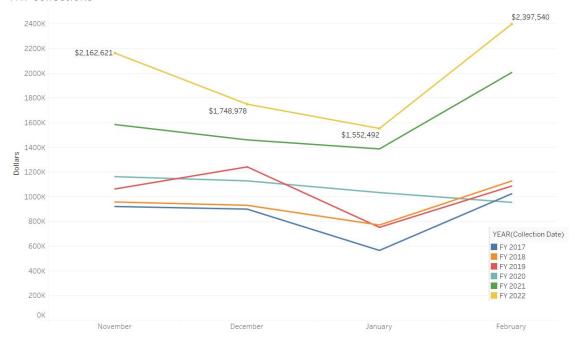
 Statewide monthly totals for reference



Source: Utah State Tax Commission

KEY INSIGHTS, COUNTY TRT COLLECTIONS NOV-FEB SOUTHERN UTAH

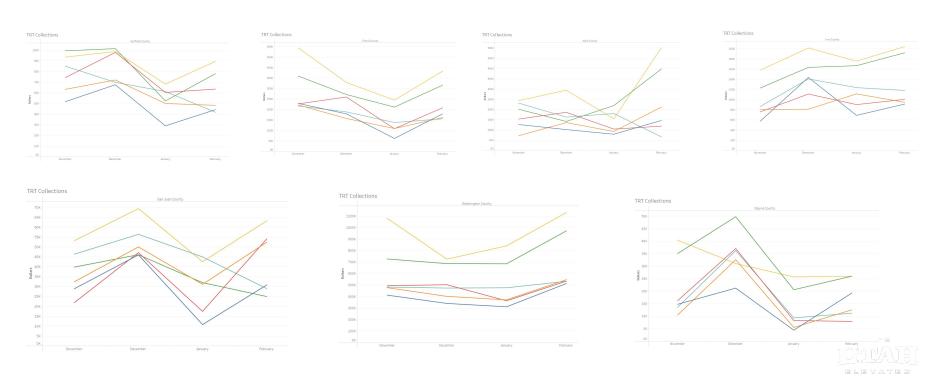




- 7-County Review
- Over time, winter share of annual FY TRT collection:
 - o 17.4% (FY17)
 - o 17.5% (FY18)
 - o 18.3% (FY19)
 - o 23.2% (FY20)
 - o 19.6% (FY21)



KEY INSIGHTS, COUNTY TRT COLLECTIONS NOV-FEB SOUTHERN UTAH



Source: Utah State Tax Commission

LOCAL AREA RESIDENT SENTIMENT SURVEY SOUTHERN UTAH

"Tourism at its best is a great economic driver and adds energy to our town. At its worst it is extremely intrusive (ATV noise) and makes it hard for residents to afford to live here. There is good and bad. It is essential that the effects are mitigated and tourists are educated. The state should defer to local government regarding things like ATV's on the streets and use of TRT monies."

Resident of Moab area

"Please don't blame tourism for lack of housing affordability: it's poor local government at fault for refusing to regulate nightly rentals. There should be a limit. My neighborhood is half full of nightly rentals, bringing noise, garbage and traffic to my street. Not what I signed up for. City council doesn't care because of self-interest."

– Resident of Kane County

"...While local families from Logan to St. George and everywhere in-between are struggling and fighting just to survive and pay for basic needs, Utah continues to push tourism and pretend that it is the savior that we all need - even though it is a large contributor to the continually overwhelming problems that local residents are currently facing. Instead of TRT going to support local residents and improve quality of life, it is being used to continually sacrifice communities and families to visitors who don't care about the people or the area that they come in contact with - as long as they get their Instagram photo..."

- Resident of San Juan County

"People like interacting with the guests. It stimulates the economy for jobs. Tourism down here is very important to the economy."

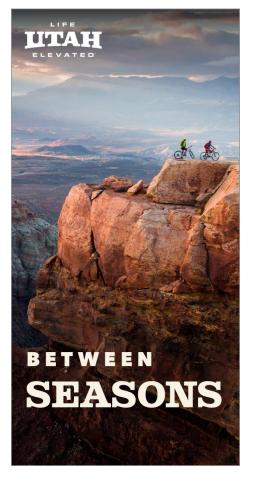
- Resident of Wayne/Garfield counties



ADVERTISING CREATIVE



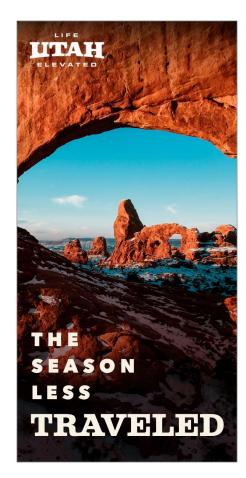
GENERAL 1







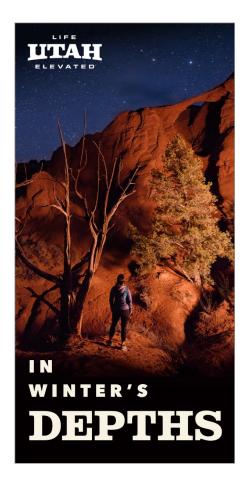
GENERAL 2







DARK SKIES







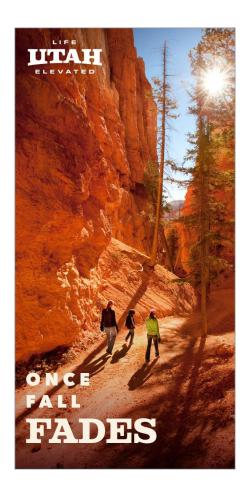
Arches







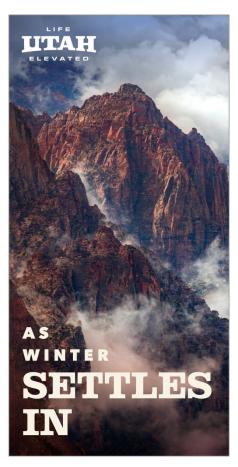
BRYCE

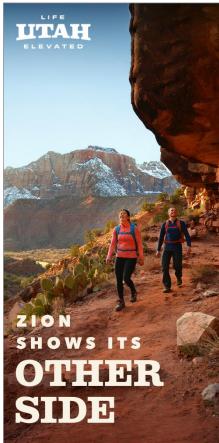






ZION







POETIC







CHANGING







VIDEOS







Kodachrome Dark Skies:15

Robbers Roost:15

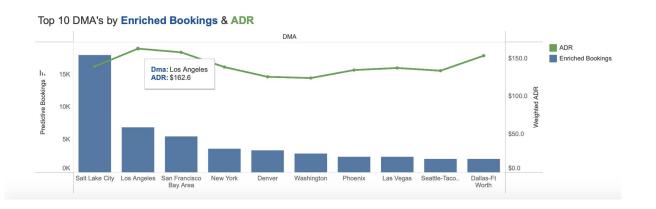
Gooseberry Mesa :15

PAID MEDIA



KEY INSIGHTS

- There was a 35% increase, compared to 2020/2021, in post impression pageviews.
- We monitored 1.6M hotel searches which generated an estimated revenue of \$22.7M
 - ADR \$155.64 (2021 Month of January \$130)

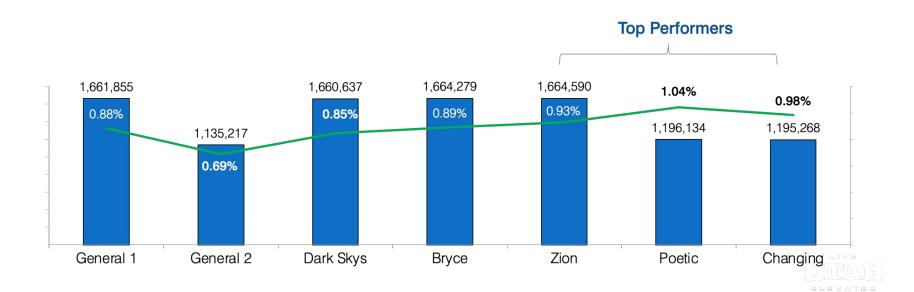




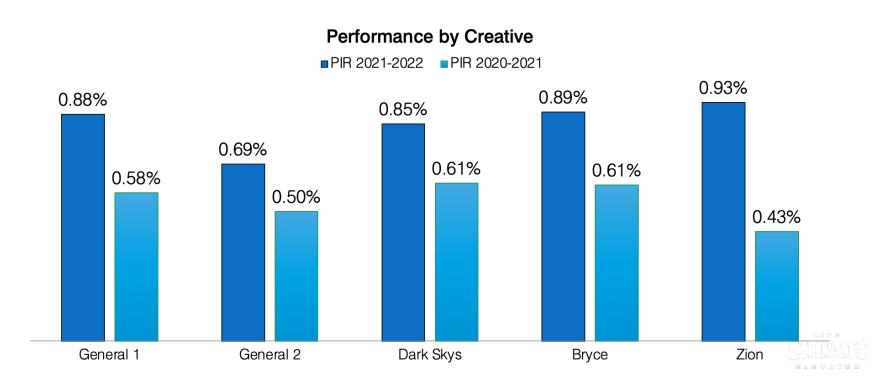
Creative Performance

Performance by Creative

■Impressions —PIR



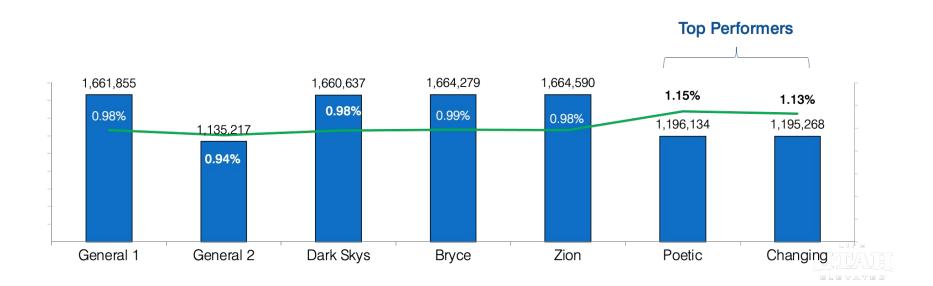
Creative Performance: Year-Over-Year



Creative Performance: Bookings

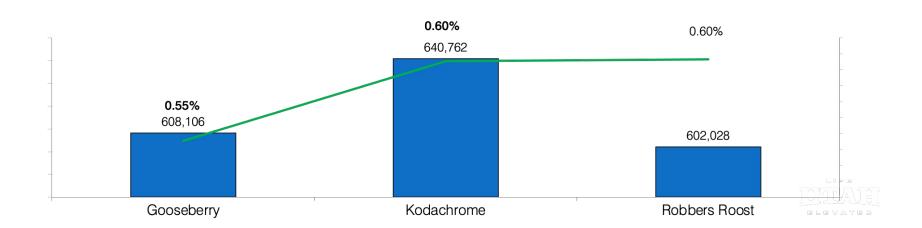
Performance by Creative

■Impressions —Booking Rate



Creative Performance: Pre-Roll





- Our most visited article to date, A Winter Trip Through the Heart of Utah's Desert with over 24k pageviews.
- Alpine, Apres, Arches drove roughly 23k pageviews.
- A Family Drive Through Utah's Quiet Places had the strongest article engagement, averaging 3:07 time on page.







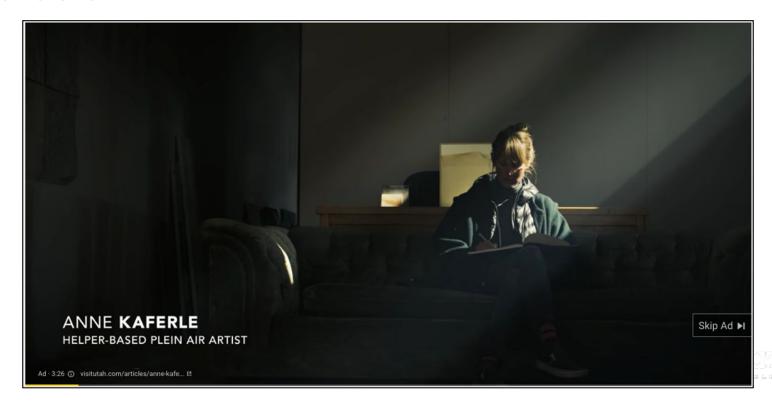
Still Pending:

Adara CTV Report:



YouTube

Anne Kaferle



YouTube

Fishlake National Forest





YouTube

Manti-La Sal

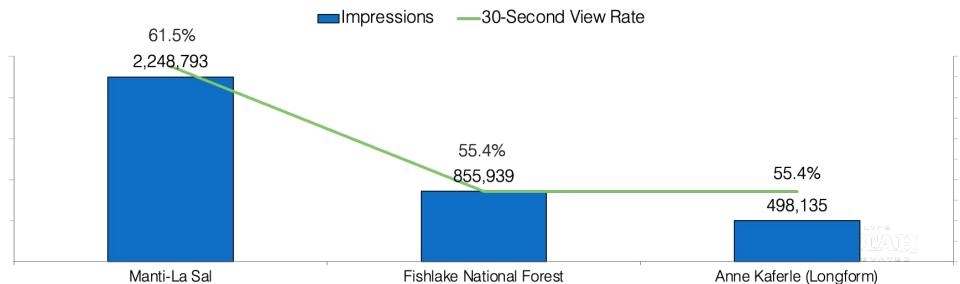




YouTube REPORTING

- Our YouTube campaign generated 947k completed video views.
- The Manti-La Sal video was our top performer, with the strongest view rate and post impression rate.





VISITUTAH.COM



SEO/PPC Takeaways

- While changes in channel mix (and/or budget) impacted traffic volume for WISU content YoY, signs pointed to a significant improvement in traffic quality
- Visit Utah has a strong organic presence for WiSU and winter in Utah topics
- Travelers continue to search without seasonally-tagging most often
- Although we saw efficiency improvements in the PPC campaign, impression share is likely our primary focus for next season



SEO/PPC Takeaways

- Slightly lower volume, but improved traffic quality
- Visit Utah has a strong organic presence for WiSU and winter in Utah topics
- Travelers continue to search without seasonally-tagging
- Efficiency improvements in the PPC campaign, impression share is primary focus for next season



Content Distribution Takeaways

- Analyze website visitation to ensure right-sized and high quality
 - both for campaign landing pages, responsible travel content and editorial pieces.
- How to increase consistency in driving traffic to our Forever Mighty-focused landing page for this campaign?
 - Need improvements to paid spend/tactics and new ideas re: on-site discovery?
- Continue investing in channels that drive strong time on site and engagement.

Content Distribution Takeaways

- Want to analyze the amount of website visitation to ensure it feels right-sized and high quality — both for campaign landing pages, responsible travel content and editorial pieces.
- How can we be more consistent in driving traffic to our key Forever Mighty-focused landing page for this campaign?
 Perhaps need improvements to paid spend/tactics and new ideas re: on-site discovery.
- Continue to invest in channels that drive strong time on site and engagement.

Planning & Review

<u>Learnings From 20/21 Campaign</u>

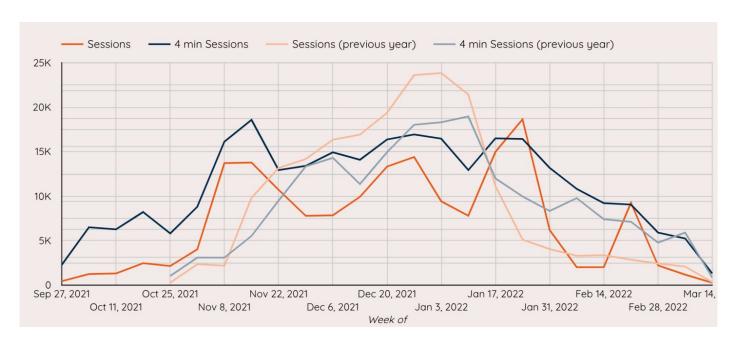
- New winter pages for each national park and other content creation set us up to grow paid and organic traffic to WISU content.
- Last year, we had no evidence that WiSU efforts impacted a growth in Ski visitation.

Site + Content Goals For 21/22

- Increase visibility of Southern Utah as a winter destination, both in search and as a part of the web experience.
- Support the campaign's ADR goals with Paid Search ads.
- Focus on distributing existing editorial content rather than creating new content.
- Grow Forever Mighty education via "How to Visit Southern Utah in Winter."



WiSU Website KPIs



- 177K sessions
- 11% session decrease YOY
- Good growth in itinerary pageviews (35K, up 440% YOY)

[ADARA]

Top Markets for WiSU Site Sessions

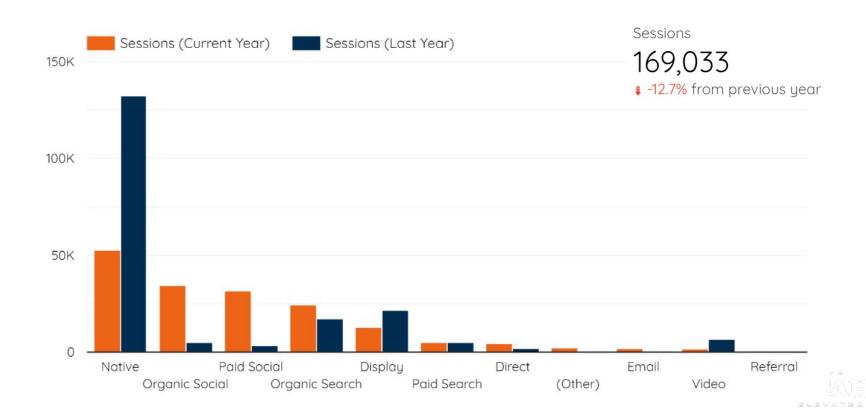
- The largest session increases by % for target markets (metros) were:
 - New York, NY (143%)
 - Chicago, IL (217%)
 - Atlanta, GA (360%)
 - Boston, MA (214%)

	Metro	Sessions	% ∆
1.	Los Angeles CA	14,436	-23.8%
2.	Salt Lake City UT	10,841	-53.2%
3.	(not set)	12,658	3.1% #
4.	San Francisco-Oakland-San Jo	6,278	-34.8%
5.	New York, NY	6,390	143.2% #
6.	Phoenix AZ	5,380	-43.3%
7.	Seattle-Tacoma WA	5,688	-25.0% •
8.	Denver CO	5,036	-46.0%
9.	Dallas-Ft. Worth TX	5,518	-48.2%
10.	Las Vegas NV	4,287	-19.6%
11.	Chicago IL	3,523	217.1% #
12.	Houston TX	3,517	-59.1%
13.	Washington DC (Hagerstown M	3,156	95.8% 1
14.	Sacramento-Stockton-Modesto	3,090	-48.2%
15.	Portland OR	2,961	-40.6%
	Grand total	171,893	-11.5%

Site Visitors by Geo Group



Site Visitors by Channel



Time on Page by Channel

0:44 Average Session Duration for Campaign as a Whole

	Channel	Sessions	% Δ	Avg. Session Duration	%Δ
1.	Native	52,603	-58.5%	00:00:16	-34.2% 🖡
2.	Paid Social	39,770	256.4% 🛊	00:00:33	23.7% 🛊
3.	Organic Social	25,979	8,827.5% 🛊	00:00:24	-62.6%
4.	Organic Search	24,318	31.1% 🛊	00:02:02	-3.9%
5.	Display	12,891	-41.5%	00:00:19	87.9% 🛊
6.	Paid Search	5,116	-9.5%	00:01:30	-3.5%
7.	Direct	4,578	112.4% #	00:01:20	-14.4%
8.	Email	1,894	516.9% 🛊	00:02:23	-21.5%
9.	Video	1,669	-74.8% 1	00:00:11	-13.5%
10.	Referral	193	-35.7% 🖡	00:03:43	20.5% #
11.	(Other)	18	-35.7%	00:07:35	58.1% 🛊

Pages with Most Sessions

2.	/places-to-go/winter-southern-utah /articles/winter-trip-southern-utah-planning /plan-your-trip/recommended-itineraries/alpine-apres-and-arches	44,119 27,176	31.0% #
			86.7% 🛊
3.	/plan-your-trip/recommended-itineraries/alpine-apres-and-arches		
	10 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	27,035	37,448.6% 🛊
4.	/articles/winter-visit-to-east-zion	10,978	10
5.	/places-to-go/parks-outdoors/national-parks-in-winter	5,658	-3.3% ‡
6.	/places-to-go/parks-outdoors/zion/winter-in-zion	5,481	816.6% 🛊
7.	/articles/best-hikes-st-george-in-winter	5,472	-77.2% 🖡
8.	/articles/winter-getaway-to-kanab	5,465	12
9.	/articles/winter-refresh-state-park	4,169	-69.5% 🖡
10.	/places-to-go/cities-and-towns/moab/moab-in-winter	3,514	2,290.5% 1
11.	/articles/winter-yurt-to-yurt-la-sals	3,223	3,328.7% 🛊
12.	/places-to-go/winter-southern-utah/how-to-visit	3,052	-
13.	/articles/utah-family-ski-planning	2,891	
14.	/things-to-do/hiking/winter-hiking	2,814	2,893.6% 🛊
15.	/places-to-go/parks-outdoors/bryce-canyon/winter-in-bryce-canyon	2,329	1,625.2% #

Campaign Landing Page Performance

Winter in Southern Utah

Sessions

44.469

30.7% from previous year

1 3,968.5% from previous 135 days

Pageviews 60,804

1 30.8% from previous year

1 2,474.3% from previous 135 days

Avg. Session Duration

00:00:31

♣ -2.0% from previous year

₹ -75.3% from previous 135 days

% of sessions lasting at least 4 mins

3.69%

↓ -0.1% from previous year

-76.4% from previous 135 days

Travel Guide Downloads

149

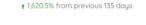
1 8.0% from previous year

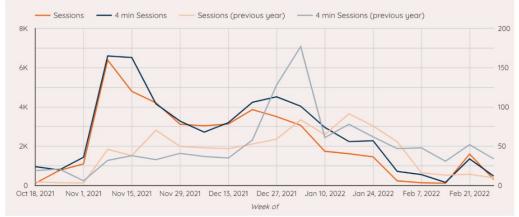
893.3% from previous 135 days

Itinerary pageviews

671

150.4% from previous year





	Channel	Sessions	% Δ	4 min Sessions	% Δ
1.	Organic Social	23,883	298,437.5% #	519	25,850.0% #
2.	Display	12,836	-41.2%	218	3.8% #
3.	Paid Search	2,798	-16.8%	248	-18.2%
4.	Video	1,428	-72.5% ‡	8	-86.9% ‡
5.	Direct	1,291	509.0% #	66	371.4% t
6.	Organic Search	1,277	-42.7%	216	-38.8%
7.	Paid Social	584	148.5% #	31	34.8% #
8.	Email	340	11.8% #	70	11.1% #
9.	Referral	30	-56.5% #	2	-84.6% 1
10.	(Other)	2	0.0%	0	-100.0% 1

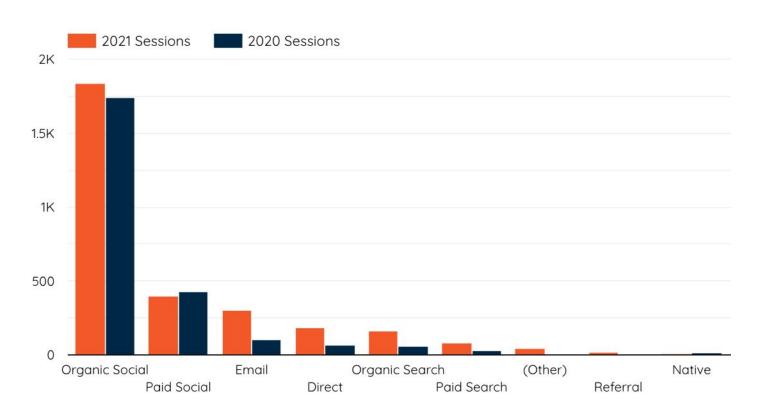
1 - 10 / 10





~3K sessions to new Responsible Travel page

How to Visit Southern Utah in Winter



Sessions to /forever and /prepare during campaign flight (not campaign specific)

/forever

Sessions

2,783

₮ -78.5% from previous year

/prepare

Sessions

1,771

-91.0% from previous year

	Channel	Sessions	% Δ	Pages / Session	% Δ		Channel	Sessions	% Δ	Pages / Session	% Д
1.	Display	658	-94.8%	1.05	-6.6% #	1.	Direct	607	-58.3%	1.73	5.2% 🛊
2.	Organic Search	604	480.8% #	2.18	12.6% #	2.	Organic Search	492	-84.0%	2.03	-8.6%
3.	Native	548	1,789.7% 🛊	1.15	-39.2%	3.	Paid Search	410	-59.7%	1.91	-2.6%
4.	Direct	367	307.8% 🛊	2.26	19.7% 🛊	4.	Referral	145	-97.6%	1.89	-21.8%
5.	Paid Search	176	291.1% 🛊	1.9	-26.4%	5.	Email	36	-91.3% 🖡	2.06	-6.3%
6.	Video	161	ē	1.04	-	6.	Native	23	-92.7% 🖡	1.48	-4.8%
7.	Referral	134	157.7% 🛊	2.31	-72.1% 🖡	7.	Organic Social	21	90.9% 🛊	1.38	-15.6%
8.	Organic Social	52	2,500.0% #	1.52	51.9% #	8.	Paid Social	12	-79.3% 🖡	1.33	-41.4%
9.	(Other)	36	620.0% #	3.22	222.2% #	9.	Display	12	-99.8%	1.17	11.5% 🛊
10.	Email	23	228.6% #	1.35	34.8% #	10.	Video	8	-97.6%	1	-8.1%
11.	Paid Social	22	214.3% 🛊	1.41	-42.0% -	11.	(Other)	4	100.0% #	8.5	750.0% 🛊

Site Traffic to chosen "High Priority" WiSU articles and itineraries

Sessions 57,385

• 4,334.7% from previous year • 4,334.7% from previous 135 days Pageviews 67,737

• -38.4% from previous year • 3,319.3% from previous 135 days Avg. Session Duration 00:00:35

 % of sessions lasting at least 4 mins 4.32%

1 28.7% from previous year

↓ -61.2% from previous 135 days

	Landing Page	Sessions *	4 min Sessions
1.	/articles/winter-trip-southern-utah-planning	27,172	788
2.	/articles/winter-visit-to-east-zion	10,948	367
3.	/articles/best-hikes-st-george-in-winter	5,561	254
4.	/articles/winter-getaway-to-kanab	5,471	254
5.	/articles/winter-refresh-state-park	4,200	210
6.	/articles/anne-kaferle	1,275	47
7.	/plan-your-trip/recommended-itineraries/winter-agl	995	47
8.	/articles/an-uncommon-confluence	650	49
9.	/articles/tips-to-pack-for-a-southern-utah-winter-trip	629	67
10.	/articles/turning-the-lens-on-a-wintry-southern-utah	269	16
11.	/plan-your-trip/recommended-itineraries/winter-tri	215	21



Channels driving sessions to chosen "High Priority" WiSU articles and itineraries

	Channel	Sessions *	4 min Sessions
1.	Native	25,561	559
2.	Paid Social	21,645	686
3.	Organic Social	3,739	136
4.	Organic Search	2,833	419
5.	(Other)	1,420	80
6.	Direct	934	80
7.	Email	750	112
8.	Video	237	11
9.	Paid Search	208	25
10.	Referral	34	6

Homepage "Two-Paths" Widget









Homepage "Two-Paths" Widget Performance

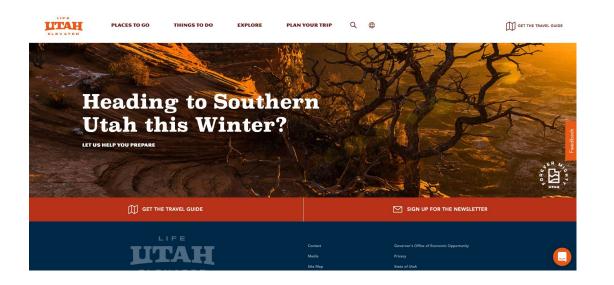
Planning language performed better than winter-focused CTAs. Parks drew more clicks than ski.

	Dec	cember	Ja	nuary	February		
CTA Text	Clicks	Interaction Rate	Clicks	Interaction Rate	Clicks	Interaction Rate	
Plan for Parks	452	3.0%	-	-	-	-	
Plan for Ski	212	1.4%	-	-	-	-	
Winter in the Parks	-	-	199	1.05%	299	1.5%	
Winter on the Slopes	-	-	168	0.88%	168	0.86%	

back

Site Banners

CTA to: How to Visit Southern Utah in Winter







Stargazing

Venturing outdoors for an impossibly cold stargazing tour on top of a desert water tower doesn't sound enjoyable, but Zion Ponderosa Ranch Resort makes the experience pleasant. A warm shuttle ride up saves the night-time walk, and we stay cozy under stacks of blankets beneath starry skies.

New Evergreen Content

Visit Utah pages rank in the top 3 positions for key winter search terms related to each national park, as well as in *Moab* and *Southern Utah*.

Forever Mighty messaging is emphasized on each page.



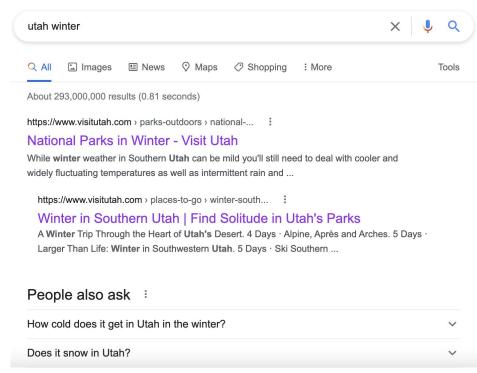
Key Campaign Pages for winter-related Search Traffic

National Parks in Winter

Leads all WiSU pages in backlink value with links from 56 domains, which is 7 more than Ski Resorts and many more than Plan Your Ski Trip.

Winter in Southern Utah

Supports *National Parks in Winter* page as primary results for "utah winter" searches





Avg. Position

Considering 26 keywords identified as campaign targets

Share of Organic Voice

Compared against NPS.gov and Utah.com, following NPS

Sessions Increase

YOY 28K Total Sessions

Paid Search

We pulled budget from seasonally-tagged SoUT search terms and heavied up non-seasonal SoUT search terms

Ad enhancements and ad copy management led to efficiency increases

Slated the notion that WiSU search terms are less competitive than SoUT terms

Campaign	CTR	% Change YOY	Avg. CPC	% Change YOY	Abs. Top Impr. Share	% Change YOY
Southern Utah+	15.63%	+29%	\$0.21	-21%	30%	-20%
Winter in Southern Utah	13.32%	+43%	\$0.42	-14%	37%	-19%

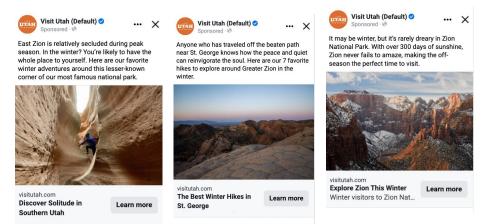
SOCIAL MEDIA



REPORTING

- Flight: Oct. 1 Feb. 28
- Total Spend \$59,633
- Impressions 6,625,958
- Link Clicks 49,761
- Landing Page Views 27,928

TOP LPVs



Starting in October, the initial campaign objective was set for link clicks but by February we had shifted towards a LPV optimization. With that change we saw increased LPVs overall, but our bounce rate was significantly higher (~91%). Looking ahead we should prioritize landing pages like https://www.visitutah.com/places-to-go/winter-southern-utah vs. sending paid social traffic directly to the article.

INFLUENCER HIGHLIGHTS

- Brooke Weeber Brian Head
 - o Platform(s): Instagram
 - 1,373 post engagements
 - o 11,799 video plays
 - o 49,549 impressions
- Ciara Johnson Deer Valley
 - o Platform(s): Instagram, Pinterest, Twitter, TikTok
 - 19,578 impressions (Twitter)
 - 21,830 video plays (Instagram)
 - 50.2K video views (TikTok)
 - United States
 - Canada
 - UK
 - 7,164 engagements (TikTok)





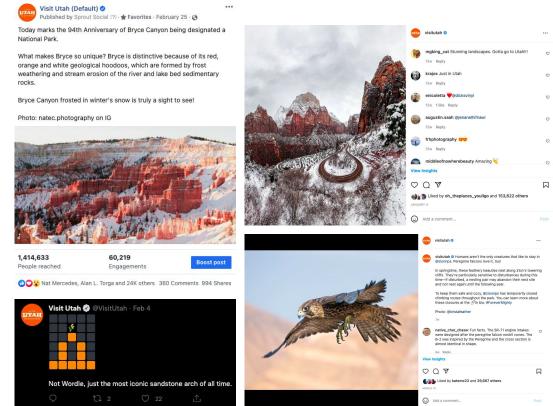
ORGANIC HIGHLIGHTS

Inspirational imagery continues to perform the best across organic social.

- Bryce Canyon FB post: 1.4 million reached, 60k engaged
- Arches timed entry and Film Tourism Itinerary also performed well on FB; 44k engaged on Arches, 27k on Film Tourism
- Zion in Winter IG post: 154k likes

On Twitter, it's all about relevance, inspiration, and humor.

One thing that's very encouraging is that Forever Mighty Friday posts and general FM posts that talk about responsible visitation are seeing great engagement and reach, particularly on Instagram.



PUBLIC RELATIONS



KEY INSIGHTS

- Monthly PR Headlines (Dedicated Southern Utah Storyline)
 - January: The Journey Within: New Year, New You!
 - KPI Coverage in Luxury Travel Magazine: <u>Experience The Journey Within in Utah, a</u> 2022 Wellness <u>Destination</u>
- Media Visits:
 - Hosted individual media visit: Cosmopolitan Magazine
- KPI Messages That Resonated with Media:
 - How to Winter in Southern Utah (Greater Zion, Goblin Valley, Escalante Petrified Forest, San Rafael Swell Recreation Area, Kodachrome Basin, Coral Pink Sand Dunes, Utahraptor State Park)
 - National Parks (Arches, Canyonlands, Zion, Bryce Canyon, Capitol Reef, Monument Valley)
 - Dark Skies (Green River, Kanab)



REPORTING

• "How to" Winter in Southern Utah

Luxury Travel Magazine: <u>Experience The Journey Within in Utah, a 2022 Wellness</u>
 <u>Destination</u>

• National Parks

- AARP: <u>AARP's Guide to Utah's Arches National Park</u>
- Business Insider: <u>I'm a Travel Writer Who's Been to All 50 States. Here Are The 10 I Think</u>
 <u>Are The Most Underrated.</u>
- CBS 8 San Diego: <u>50 States, 500 Campgrounds</u>
- National Geographic: <u>50 States, 500 Campgrounds</u>
- New York Lifestyles Magazine (Print + Online): <u>America's Southwest National Parks: Desert</u>
 <u>Beauty in The Wild West</u>
- Sunset Magazine (Online + E-Newsletter): <u>Heading to Utah? Here Are All the New</u>
 <u>Glamping Spots Near Zion</u>

Dark Skies

Luxury Travel Magazine: <u>Experience The Journey Within in Utah, a 2022 Wellness</u>
 <u>Destination</u>

EMAIL



KEY INSIGHTS

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TEMPLATE SIDES FOR COPYING



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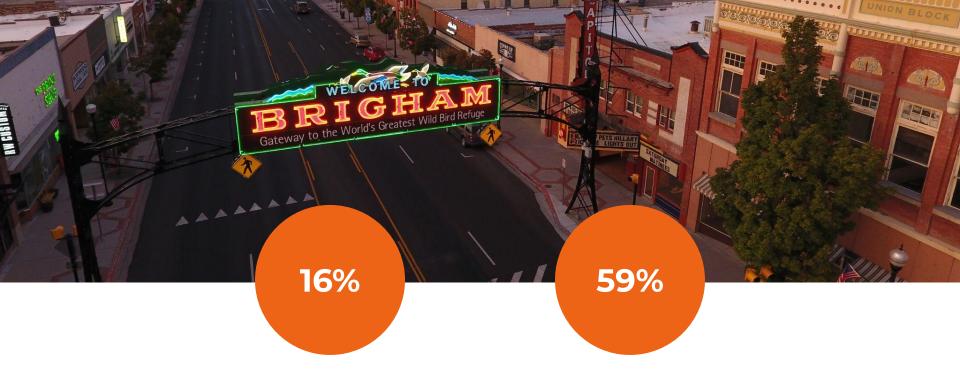
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